Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	0	(715/501).CCLS.	US-PGPUB; USPAT; JPO; DERWENT	OR	OFF	2006/01/26 17:31
S2	0	(715/501.100).CCLS.	US-PGPUB; USPAT; JPO; DERWENT	OR	OFF	2006/01/26 17:25
S3	56690	(web adj page$1) or (web adj site$1) and history and keyword$1	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/26 17:22
S4	9155	advertisement$1 and S3	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/26 17:21
S5	2350	articles and S4	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/27 17:03
S6	56287	(web adj page$1) or (web adj site$1) same history same keyword$1	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/26 17:22
S7	1	("0000715").PN.	US-PGPUB; USPAT; JPO; DERWENT	OR	OFF	2006/01/26 17:26
S8	2455	(715/513).CCLS.	US-PGPUB; USPAT; JPO; DERWENT	OR	OFF	2006/01/26 17:26
S9	1214	(715/501.1).CCLS.	US-PGPUB; USPAT; JPO; DERWENT	OR	OFF	2006/01/26 17:32
S10	11	("5692132" | "5710887" | "5712979" | "5717860" | "5721827" | "5724424" | "5727156" | "5737619" | "5740549" | "5751956" | "5757917").PN.	US-PGPUB; USPAT; USOCR	OR	ON	2006/01/26 17:57
S11	56690	(web adj page$1) or (web adj site$1) and history and keyword$1	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/27 17:03
S12	9155	advertisement$1 and S11	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/27 17:03

S13	3068	history and S12	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/27 17:03
S14	28	keyword$1 and (advertise$5 or article$1) and "L5"	US-PGPUB; USPAT; JPO; DERWENT	OR	ON	2006/01/27 17:05

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1   Efficient scheduling of Internet banner advertisements   ◼

Ali Amiri, Syam Menon
November 2003 **ACM Transactions on Internet Technology (TOIT)**, Volume 3 Issue 4
Publisher: ACM Press

Full text available: 📄 pdf(123.85 KB)   Additional Information: full citation, abstract, references, index terms, review

> Despite the slowdown in the economy, advertisement revenue remains a significant source of income for many Internet-based organizations. Banner advertisements form a critical component of this income, accounting for 40 to 50 percent of the total revenue. There are considerable gains to be realized through the efficient scheduling of banner advertisements. This problem has been observed to be intractable via traditional optimization techniques, and has received only limited attention in the liter ...

> **Keywords**: WWW, banner advertising, scheduling

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2   Learning to remove Internet advertisements   ◼

Nicholas Kushmerick
April 1999 **Proceedings of the third annual conference on Autonomous Agents**
Publisher: ACM Press

Full text available: 📄 pdf(902.40 KB)   Additional Information: full citation, references, citings, index terms

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3   Session 2: streaming: Personalized advertisement-duration control for streaming   ◼
delivery

Takashi Oshiba, Yuichi Koike, Masahiro Tabuchi, Tomonari Kamba
December 2002 **Proceedings of the tenth ACM international conference on Multimedia**
Publisher: ACM Press

Full text available: 📄 pdf(787.42 KB)   Additional Information: full citation, abstract, references

> This paper describes the development of a streaming advertisement delivery system that controls the insertion of streaming advertisements into streaming content.Conventional personalization techniques lack a time-control function for advertisement insertion, so the advertisement exposure for each user access can become excessive, much to the annoyance of viewers. This could devalue streaming content by making it less attractive.In our technique, advertisement insertion control is based on the hi ...

Keywords: advertisement delivery, internet streaming, personalization

4   Multimedia: Adaptive strategies for efficiently locating internet-based servers in
    MANETs
    Hongbo Jiang, Shudong Jin
    October 2005 **Proceedings of the 8th ACM international symposium on Modeling,
                    analysis and simulation of wireless and mobile systems MSWiM '05**
    Publisher: ACM Press
    Full text available: pdf(126.23 KB)   Additional Information: full citation, abstract, references, index terms

    Providing Internet access to Mobile Ad hoc Networks (MANETs) can greatly extend their
    applications, increase their scalability, and improve the quality of service. However, a
    critical problem is how the mobile hosts can locate Internet-based servers efficiently in a
    dynamic, unstructured network. Neither reactive strategies, where the hosts initiate on-
    demand server discovery, nor proactive strategies, where the servers periodically
    advertise their availability information, are optimal. To that ...

    Keywords: controlled flooding, mobile ad hoc networks, search algorithms

5   E-marketing & e-businesses: On new web advertisement interactive pattern based on
    the virtual stock market
    Yu Wang, Yongjun Chen
    August 2005 **Proceedings of the 7th international conference on Electronic commerce
                    ICEC '05**
    Publisher: ACM Press
    Full text available: pdf(342.26 KB)   Additional Information: full citation, abstract, references

    There are banners flash and text advertisements and so on, but to the web user, being
    forced to accept the advertisement, they are not very good effect. This paper proposes a
    new advertisement pattern, building a web advertisement interactive model based on the
    virtual stock market. It can achieve "wins" among platform operators, enterprises and
    consumers through the platform.

    Keywords: interactive, platform, virtual stock market, web advertisement

6   Measuring the internet's vital statistics: An empirical study of "bogon" route
    advertisements
    Nick Feamster, Jaeyeon Jung, Hari Balakrishnan
    January 2005 **ACM SIGCOMM Computer Communication Review**, Volume 35 Issue 1
    Publisher: ACM Press
    Full text available: pdf(570.31 KB)   Additional Information: full citation, abstract, references, index terms

    An important factor in the robustness of the interdomain routing system is whether the
    routers in autonomous systems (ASes) filter routes for "bogon" address space---i.e.,
    private address space and address space that has not been allocated by the Internet
    Assigned Numbers Authority (IANA). This paper presents an empirical study of bogon
    route announcements, as observed at eight vantage points on the Internet. On average,
    we observe several bogon routes leaked every few days; a small number of AS ...

    Keywords: BGP, anomalies, bogon prefixes